

Amendments

In the Claims:

Kindly amend claims 1, 3, 6, 8, 11, 33, 34 and 49 to yield clean amended substitute claims as follows:

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1. (Three times Amended) A system for incentive program generation and automated award fulfillment, comprising
- a host computer coupled to a network;
- a database accessible from said host computer; and
- an automated award fulfillment application program executable on said host computer for participation in incentive programs of a plurality of providers in communication with an inventory management system associated with each of said plurality of providers wherein said automated award fulfillment application program is operative to provide sponsor-selected fulfillment comprising being:
- operative to provide a sponsor-selected specific award unit item,
- operative to provide said sponsor-selected specific award unit item tailored to demographic and psychographic preferences of a sponsor-selected consumer user, and
- operative to provide a sponsor-selected geographic location for fulfillment.
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E1

2. The system of claim 1, further comprising:
- a client computer of a consumer user coupled to the network;
 - a server coupled to said host computer; and
 - a browser executing on said client computer operative to access content located on said server
- wherein the consumer user participates in said incentive programs of the plurality of providers via interaction with said browser.

3. (Three times Amended) A method for generating incentive programs and automating award fulfillment, comprising:
- providing a host computer, the host computer having a database and an automated award fulfillment application program in communication with an inventory management system associated with each of a plurality of providers;
 - automating award fulfillment comprising
 - providing sponsor-selected fulfillment comprising:
 - providing a sponsor-selected specific award unit item,
 - providing said sponsor-selected specific award unit item tailored according to demographic and psychographic preferences of a sponsor-selected consumer user, and

providing a sponsor-selected geographic location for fulfillment;

and

permitting access to said database via a network, including allowing participation

in incentive programs of a plurality of providers.

4. The method of claim 3, further comprising:

providing a network coupling said host computer to a workstation and being capable of transferring electronic data between said workstation and said host computer;

providing each of said host computer and said workstation with an application program capable of responding to input from said host computer or said workstation;

allowing a user of said host computer to operate said automated award fulfillment application program to generate an incentive program and to store said incentive program on said host computer;

transferring a stored incentive program to said workstation; and

providing an address for said stored incentive program to permit access to said stored incentive program from said network.

5. The method of claim 4, further comprising:

providing at least one of an award association application program that associates an award with said incentive program, and an award fulfillment association application program that associates a fulfillment option with an award.

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6. (Three times Amended) A system for automating award fulfillment, comprising:
- a network;
 - a host computer, coupled to said network;
 - a database of said host computer;
 - a browser operative to browse content of said host computer, wherein a consumer user participates in an incentive program;
 - an awards database of awards associated with said incentive program; and
 - an automated award fulfillment application program for automating fulfillment of awards for said incentive program, in communication with an inventory management system associated with each of a plurality of providers wherein said automated award fulfillment application program is operative to provide sponsor-selected fulfillment comprising being:
 - operative to provide a sponsor-selected specific award unit item,
 - operative to provide said sponsor-selected specific award unit item tailored to demographic and psychographic preferences of a sponsor-selected consumer user, and

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C3 P2
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operative to provide a sponsor-selected geographic location for

fulfillment.

7. The system of claim 6, further comprising:
a card for fulfillment of awards won in said incentive program.

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8. (Once Amended) The system of claim 6, further comprising:
a memory operative to store at least a personal identification number associated
with a consumer user for use in performing fulfillment.

P3
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9. The system of claim 6, further comprising:
memory for storing information relating to participation of said consumer user in
an incentive program.

10. The system of claim 6, further comprising:
a browser, coupled to said host computer, wherein said consumer user participates
in incentive programs of at least two providers via said browser.

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Cont'd

11. (Twice Amended) A method for generating incentive programs and
automating award fulfillment, comprising:

providing a host computer;

providing an incentive program on the host computer, wherein a participant may participate in an incentive program;

providing a database of awards on the host computer associated with the incentive program; and

providing automated fulfillment of such awards to participants, including providing communication with an inventory management system associated with each of a plurality of providers wherein said automated award fulfillment application program comprising

providing sponsor-selected fulfillment comprising:

providing a sponsor-selected specific award unit item,

providing said sponsor-selected specific award unit item tailored according to demographic and psychographic preferences of a sponsor-selected consumer user, and

providing a sponsor-selected geographic location for fulfillment.

12. The method of claim 11, wherein said database of awards includes awards from a plurality of sponsors.

13. The method of claim 11, wherein said providing automated fulfillment step comprises:
associating an award with the incentive program; and
associating a fulfillment method with the award.

14. The method of claim 11, wherein said providing automated fulfillment step further comprises:
providing a card comprising memory for storing data associated with a user.

15. The method of claim 13, wherein said associating a fulfillment method step comprises:
providing an optimization application program that identifies an award based on the geographic proximity of an award winner to a redemption location of an award in the database of awards.

16. The method of claim 14, wherein said data is a personal identification number.
17. The method of claim 14, wherein said data is information relating to a user's participation in an incentive program.

33. (Three times Amended) A system for building an incentive program having automated fulfillment, comprising:

- a computer coupled to a network;
- an incentive program generation application program for generating an incentive program in response to input of parameters by a user;
- an award association application program for associating an award with the incentive program; and
- an automated fulfillment application program for associating a fulfillment method with said award wherein said automated fulfillment program in communication with an inventory management system associated with each of a plurality of providers wherein said automated fulfillment application program is operative to provide sponsor-selected fulfillment comprising being:
 - operative to provide a sponsor-selected specific award unit item,

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operative to provide said sponsor-selected specific award unit item tailored to demographic and psychographic preferences of a sponsor-selected consumer user, and
operative to provide a sponsor-selected geographic location for fulfillment.

34. (Three times Amended) A method of providing for generation of an incentive program having automated fulfillment over a network, comprising:

providing a computer coupled to a network;
generating an incentive program in response to input from a user;
associating an award with the incentive program; and
associating a fulfillment method with the award, wherein at least one of generating an incentive program, associating an award, and associating a fulfillment method is accomplished by an automated fulfillment application program in communication with an inventory management system associated with each of a plurality of providers, comprising

providing sponsor-selected fulfillment comprising:

providing a sponsor-selected specific award unit item,
providing said sponsor-selected specific award unit item tailored according to demographic and psychographic preferences of a sponsor-selected consumer user, and

providing a sponsor-selected geographic location for

fulfillment.

39. (Once Amended) The system of claim 2, further comprising:
a redemption workstation associated with each of said plurality of providers
coupled to the network;
at least one of
a member management database, coupled to the network, operative to add
a member record for a new member, and
an inventory management system associated with each of said plurality of
providers coupled to said redemption workstation; and
wherein said automated award fulfillment application program is operative to
allow designation of redemption of an award including access to any inventory
management system of any of said plurality of providers and access to any member
database; wherein said automated award fulfillment application program is operative to
allow a sponsor to select said award tailored to demographic and psychographic
preferences of the consumer user stored in at least one of any of said member
management databases and said database, and to allow for sponsor-designation of
redemption of said award at a geographic location of one of said plurality of providers;
and wherein the system further comprises a sponsor computer, coupled to the network,

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operative to allow a sponsor of one of said incentive programs to designate said geographic location of redemption by the consumer user of said award.

40. (cancelled)

41. (cancelled)

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42. (Once Amended) The system of claim 1, wherein said plurality of providers comprise at least one of a host, a retailer, a merchant, and a sponsor.

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43. The system of claim 2, wherein said browser comprises at least one of an internet browser, an automated teller machine, a kiosk, a gasoline pump, a wireless device, a personal digital assistant, and a communication device.

44. The system of claim 3, wherein said permitting access comprises at least one of:
providing for registration and interaction with content of said database and said
automated award fulfillment application program.

45. The system of claim 5, wherein said fulfillment options comprise:
receiving fulfillment at a sponsor designated geographic location;
receiving online fulfillment;
receiving offline fulfillment;
receiving fulfillment at a merchant;
receiving fulfillment at a retailer; and
receiving fulfillment at point of sale (POS).

46. The system of claim 6, further comprising:
a redemption computer associated with each of a plurality of providers coupled to
said network; and
at least one of:
a member database, coupled to said network, operative to add a member
record for a new member, and

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an inventory management system associated with each of said plurality of providers coupled to said network; and

wherein said automated award fulfillment application program is operative to allow designation of redemption of an award including access to any inventory management system of any of said providers, access to said awards database and access to at least one of any of said member databases and said database of said host computer.

47. The system of claim 46, wherein said automated award fulfillment application program is operative to select said award tailored to any demographic and psychographic preferences known of said consumer user stored in at least one of any of said member databases, and said database of said host computer, and to allow for designation of redemption of said award at a geographic location of one of said plurality of providers.

48. The system of claim 47, further comprising:

a sponsor computer coupled to the network operative to allow a sponsor of one of said incentive programs to designate said geographic location of redemption by said consumer user of said award.

49. (Twice Amended) A method of automatically fulfilling an award comprising:

(a) receiving a sponsor designation of redemption of an award for a consumer user comprising

receiving a sponsor-selected fulfillment comprising:

receiving a sponsor-selected specific award unit item selected from an inventory management system associated with a plurality of providers,

receiving said sponsor-selected specific award unit item tailored according to demographic and psychographic preferences of a sponsor-selected consumer user, and

receiving a sponsor-selected geographic location for fulfillment;

(b) automating fulfillment of said award in accordance with said sponsor designation of redemption.

50. The method according to claim 49, wherein said step (a) comprises:

(1) receiving a sponsor designated award selection comprising at least one of:

(A) providing interactive access to one or more consumer databases of at least one of a host, a provider, a sponsor, a retailer, and a merchant, having information about a consumer user;

- (B) providing interactive access to an inventory management system of at least one of a host a provider, a sponsor, a retailer, and a merchant, having information about award availability; and
- (C) receiving said sponsor designated award selection selected from an award pool.

51. The method according to claim 50, wherein said step (a) (1) (C) comprises at least one of:

- (i) receiving said sponsor designated award selection from said award pool wherein said award pool comprises a group of awards selected from an awards database;
- (ii) receiving said sponsor designated award selection from said award pool comprising
 - receiving a selection from said award pool from a plurality of sponsors as long as quantities of awards are available;
- (iii) receiving said sponsor designated award selection comprising:

- receiving a user demographically tailored selection of said sponsor designated award tailored to at least one of demographic and psychographic preferences of the consumer user stored in any of said consumer databases;
- (iv) receiving said sponsor designated award selection comprising:
- determining availability of said sponsor designated award in said inventory management database of said provider; and
- (v) providing an award recipient to at least one of said consumer databases.

52. The method according to claim 51, wherein said step (a) (1) (C) further comprises:

- (vi) validating said award recipient of said award to at least one of said host, said provider, said sponsor, merchant, and said retailer when said award recipient attempts to fulfill said award.

53. The method according to claim 51, wherein said step (a) further comprises:

(1) receiving a sponsor designated geographic location for redemption of said award comprising at least one of:

(A) providing interactive access to a fulfillment network database having information about one or more providers; and

(B) receiving a sponsor designated consumer user-tailored geographical location selection from a fulfillment network.

54. The method according to claim 53, wherein said step (b) comprises:

(1) fulfilling said award at said sponsor designated geographic location for redemption.

55. The method according to claim 49, wherein said step (a) comprises:

(1) receiving a sponsor designated geographic location for redemption of said award comprising at least one of:

(A) providing interactive access to a fulfillment network database having information about one or more providers; and

(B) receiving a sponsor designated consumer user-tailored geographical location selection from a fulfillment network.

56. The method according to claim 55, wherein said step (b) comprises:

- (1) fulfilling said award at said sponsor designated geographic location for redemption.

57. (Once Amended) The method according to claim 49, where said step (b) comprises at least one of:

- (1) automating fulfillment comprising:
 - (A) providing fulfillment using at least one fulfillment option of a plurality of fulfillment options comprising:
 - (i) receiving fulfillment at a sponsor designated geographic location;
 - (ii) receiving online fulfillment;
 - (iii) receiving offline fulfillment;
 - (iv) receiving fulfillment at a merchant;
 - (v) receiving fulfillment at a retailer; and
 - (vi) receiving fulfillment at point of sale (POS); and
- (2) providing a validation of an award recipient of said award to at least one of said host, said provider, said sponsor, said retailer, and said merchant.

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